

ACXL™ CERTIFICATION PROGRAM

Become an ACTIVATE Certified Execution *Leader*™

A 4-week, live, practitioner-led cohort built entirely on The ACTIVATE Method™ — for the professionals who actually deliver AI programs, not just understand the tools.

4 weeks · live cohort

20 modules · 5 motions

11 take-home artifacts

Capstone + assessment + **ACXL™** credential

PROGRAM INVESTMENT

\$1,946

per participant · all materials & ACXL™ credential included

WHY THIS CREDENTIAL EXISTS

Most AI training teaches tools.

We teach delivery.

Organizations already certify project management, agile, change management and cloud — yet there is **NO widely adopted credential for the execution** of AI transformation. That is not a knowledge gap. It is an execution gap.

80%+

of AI initiatives fail to deliver the business outcomes expected of them.

\$15.7_T

projected AI economic impact by 2030 — most of it still unclaimed.

26%

of organizations are successfully scaling AI enterprise-wide.

THE FIVE MOTIONS

A

ALIGN

Start with value, not technology.

C

CURATE

Ruthless prioritization over infinite pilots.

T

TRANSFORM

Build the foundation. Deliver with discipline.

I

INTEGRATE

Deployment isn't adoption. Adoption creates value.

VATE

VALUE AT SCALE

Prove the value. Scale what earns it.

THE FOUR ENGINES

ENGINE 01

Decide

Choose where AI creates value.

ENGINE 02

Build

Turn decisions into trusted solutions.

ENGINE 03

Adopt

Embed AI into how work gets done.

ENGINE 04

Measure

Prove impact. Learn. Optimize.

GOVERNANCE & TRUST

Built into every motion. Embedded across every engine.

Ethical AI · Security · Compliance · Responsible Innovation

LEADERSHIP PRINCIPLES

1 Business Outcomes Before Technology

2 People Adoption Creates Value

3 Trust Accelerates Transformation

4 Governance Enables Scale

5 Value Must Be Measured

6 Transformation Is a Leadership Responsibility

Twenty modules.
Four weeks. *Eleven artifacts.*

Every week maps to a motion of the method, every module produces work, and every week ends with something you keep. This is the whole program on one page.

A·C

WEEK 01

Align & Curate

1.1

Mindset Shift: From AI Curiosity to AI Leadership

1.2

Understanding AI Execution

1.3

Align AI to Business Value

1.4

Assess Organizational Readiness

1.5

Curate the Right Opportunities

1.6

Build the Business Case

ARTIFACTS

5

T

WEEK 02

Transform

2.1

Solution & Data Architecture

2.2

Operating Model & Team Topology

2.3

Delivery Lifecycle, Gates & Definition of Done

2.4

Governance, Risk & Compliance in the Flow

2.5

AI Readiness Across People, Process, Technology

ARTIFACTS

2

I

WEEK 03

Integrate

3.1

Workflow Redesign Around AI Capability

3.2

Stakeholder Engagement & Coalition Building

3.3

Workforce Enablement & Capability Transfer

3.4

Change Leadership, Communication & Resistance

ARTIFACTS

2

VATE

WEEK 04

Value at Scale

4.1

The Measurement Model: Activity to Outcome

4.2

Operating Value Realization

4.3

Optimization & Industrialization

4.4

Enterprise Scaling, Reuse & Roadmap

4.5

Capstone & Certification Assessment

ARTIFACTS

2

HOW EACH WEEK RUNS

Weekly live instructor-led sessions with real-time coaching, Q&A and peer collaboration — every session recorded. Roughly three to six hours a week, most of it applied production rather than consumption.

A.C Align & Curate

MOTIONS: ALIGN · CURATE — SET THE FOUNDATION

Before AI can create value, leaders must first rethink how organizations create value at all. Week 1 opens with the most important transformation of all — the one in the leader — and closes with a business case an executive committee could fund.

MODULE 1.1 · THE SEVEN MINDSET SHIFTS

01 From Technology First → Business Value First

OLD THINKING

What AI tool should we buy? What model should we use?

NEW THINKING

What business outcome are we trying to achieve? What problem are we solving?

02 From Automation Only → Human + AI Collaboration

OLD THINKING

AI replaces people.

NEW THINKING

AI augments people, accelerates decisions, and expands human capability.

03 From Projects → Products & Capabilities

OLD THINKING

Deliver a project and move on.

NEW THINKING

Build a capability that continuously creates value.

04 From Experimentation → Enterprise Transformation

OLD THINKING

Run isolated pilots.

NEW THINKING

Build scalable enterprise solutions.

05 From Activity Metrics → Business Outcomes

OLD THINKING

Number of bots deployed. Number of models created.

NEW THINKING

Revenue generated · productivity gained · risk reduced · customer outcomes improved.

06 From Change Management → Change Leadership

OLD THINKING

Communicate the change.

NEW THINKING

Lead people through uncertainty. Create belief. Drive adoption.

07 From AI Implementation → AI Transformation

OLD THINKING

Deliver technology.

NEW THINKING

Transform how work gets done.

WEEK 1 OUTCOME

Participants stop thinking like AI observers and start thinking like AI Transformation Leaders who can align business strategy, prioritize opportunities, and lead enterprise change using The ACTIVATE Method™.

YOU'LL BUILD · 5 ARTIFACTS

Personal AI Leadership Transformation Plan

AI Alignment Blueprint

AI Readiness Assessment

Prioritized Use-Case Portfolio

Executive AI Business Case

Build it so it can be trusted. Then *make it stick*.

T Transform

WEEK 02 · DELIVER TRUSTED SOLUTIONS

Design the solution and data architecture, stand up an operating model, and embed governance, security and ethics into how AI gets built and shipped — not as a review at the end, but as part of how the work is made.

Mod 2.1 Solution & Data Architecture

Mod 2.2 Operating Model & Team Topology

Mod 2.3 Delivery Lifecycle, Gates & Definition of Done

Mod 2.4 Governance, Risk & Compliance in the Flow

Mod 2.5 AI Readiness Across People, Process, Technology

YOU'LL BUILD · 2 ARTIFACTS

Solution Delivery Package

Governance & Execution Framework

SIGNATURE SESSION

Designing oversight that actually works — how long the reviewer has, what they see, and whether they can really override.

I Integrate

WEEK 03 · MAKE THE WORK STICK

Adoption is where AI programs die. Week 3 treats the human system as the delivery problem it actually is — redesigning the work itself, then leading people through the change rather than announcing it to them.

Mod 3.1 Workflow Redesign Around AI Capability

Mod 3.2 Stakeholder Engagement & Coalition Building

Mod 3.3 Workforce Enablement & Capability Transfer

Mod 3.4 Change Leadership, Communication & Resistance

YOU'LL BUILD · 2 ARTIFACTS

Adoption & Change Enablement Plan

Executive-Ready Implementation Strategy

SIGNATURE SESSION

The three questions nobody asks out loud: will I lose my job, will this judge me, will I be blamed for its mistakes?

VATE Value at Scale + Capstone

MOTION: VALUE AT SCALE · CAPSTONE · ASSESSMENT

Mod 4.1 The Measurement Model: Activity to Outcome

Mod 4.2 Operating Value Realization

Mod 4.3 Optimization & Industrialization

Mod 4.4 Enterprise Scaling, Reuse & Roadmap

Mod 4.5 Capstone & Certification Assessment

YOU'LL BUILD · 2 ARTIFACTS

Value & Impact Scorecard

End-to-end AI Transformation
Roadmap

THE STANDARD

Most credentials certify that you attended. This one certifies that you *produced*.

KNOWLEDGE LEDGER

Can you reason with the method under pressure?

A proctored examination built from scenarios and artifact critiques — not definitions.

EVIDENCE LEDGER

Would a paying client accept what you produced?

Your artifact portfolio, a capstone applied to a real program, and a defense before a panel playing your three hardest stakeholders — a skeptical CFO, a nervous CISO, and a resistant operations lead.

NON-COMPENSATORY

Both ledgers must pass independently, and governance is scored inside every artifact — it can't be added at the end or averaged away.

L1	Not client-ready	Would damage your credibility if you sent it.
L2	Rework required	Directionally right — would come back marked up.
L3	Client-grade	A paying client would accept it. This is the pass mark.
L4	Advisory-grade	Reframes how the client understands their own problem.

WHAT YOU LEAVE WITH

You don't leave with notes.
You leave with a *portfolio*.

Eleven artifacts, produced through the cohort and applied to a real program in your capstone — yours to keep, reuse, and put in front of your own executives.

WEEK 01 · ALIGN & CURATE 5 ARTIFACTS

- 01

Personal AI Leadership Transformation Plan

Current state, future state, leadership gaps and a 90-day action plan.
- 02

AI Alignment Blueprint

Every initiative traced to a named objective, owner, baseline and target.
- 03

AI Readiness Assessment

Evidence-anchored maturity across strategy, data, talent, process and governance.
- 04

Prioritized Use-Case Portfolio

A weighted, sensitivity-tested scoring model and a sequenced wave plan.
- 05

Executive AI Business Case

Ranged benefits, full cost of ownership, options and a named decision ask.

WEEK 02 · TRANSFORM 2 ARTIFACTS

- 06

Solution Delivery Package

Solution flow, data source register, evaluation design and operating model.
- 07

Governance & Execution Framework

Decision rights, lifecycle gates, control mapping and an incident path.

WEEK 03 · INTEGRATE 2 ARTIFACTS

- 08

Adoption & Change Enablement Plan

Task-level workflow redesign, stakeholder loss analysis and role-based enablement.
- 09

Executive-Ready Implementation Strategy

The communication architecture and rollout narrative leadership will carry.

WEEK 04 · VALUE AT SCALE 2 ARTIFACTS

- 10

Value & Impact Scorecard

A measurement chain from input to financial outcome, with baselines and owners.
- 11

End-to-end AI Transformation Roadmap

Waves, enablers, gates and investment profile — the capstone artifact you defend.

PLUS THE ACTIVATE™ TOOLKIT

- Readiness & maturity assessment templates

Governance, risk & compliance playbooks
- Use-case prioritization & value scorecards

Change & adoption enablement kits
- Operating-model & delivery blueprints

ROI & impact measurement frameworks
- Stage-gate & decision-rights templates

Executive case studies & worked examples

WHO IT'S FOR & HOW TO JOIN

If you're responsible for delivery, adoption and results — *it's for you.*

Project and program managers · PMO and transformation leaders · delivery and product leaders · change-management professionals · technology leaders and directors · executives and independent consultants. **No technical background required** — you're assessed on reasoning accurately about AI capability and escalating precisely to specialists.

AFTER CERTIFICATION YOU WILL RECEIVE

ACXL™ Digital Badge

A cryptographically verifiable credential with a secure public verification page.

Official Certificate

A downloadable certificate recognizing your successful completion.

Professional Designation

Permission to display ACXL™ after your name, subject to credential-use guidelines.

Credential Sharing Kit

Approved LinkedIn, résumé, portfolio and email-signature language.

Portfolio-Ready Capstone

Your completed ACTIVATE Execution Blueprint™, demonstrating how you applied the method to a real AI transformation opportunity.

Continued Community Access

Connection to ACXL™ graduates, future learning opportunities and updated resources.

THREE WAYS TO ENGAGE

FEATURED · INDIVIDUALS

ACXL™ Certification

Four-week live cohort, twenty modules, eleven artifacts, capstone applied to a real AI program, full toolkit and digital credential.

CORPORATE

Training & Executive Workshops

Bespoke program design tuned to your AI maturity — half-day executive immersions to full cohorts, on-site or virtual.

ADVISORY

Advisory & Program Design

We work alongside your leadership from diagnosis through enterprise scaling, governance and executive coaching.

PROGRAM INVESTMENT

\$1,946

per participant · all materials & ACXL™ credential included

Next cohort begins **November 9, 2026** · enrollment closes 10 days before the cohort begins, or when all seats are filled.

Ready to lead AI transformation *at scale?*

GET CERTIFIED

activatemethod.ai/certification

START A CONVERSATION

hello@activatemethod.ai
708-571-3367

FOR TEAMS

activatemethod.ai/corporate-training